REGISTER
Dobbs Ferry, New York
July 5, 1962

# LUNG CANCER FILMS SHOWN TO TEENAGERS

## Cancer Society Advises Youths Not To Start Smoking; Result Shown

The American Cancer Society today stepped up its educational program for teenagers on cigarettes and lung cancer with a premiere of a new 19-minute film — "Is Smoking Worth It?"

The color film, which concludes that it is best not to start smoking and to quit at an early stage if one has started, was shown before a meeting of the Society's Board of Directors at the Conrad Hilton Hotel, in Chicago.

In January, 1960, the Society launched a major educational program in cancer prevention among teenagers. By May, 1962, the Society had reached approximately half of the nation's secondary schools with the distribution of 22,000 copies of a teenage smoking kit entitled, "To Smoke or Not To Smoke?" which included a color-sound filmstrip. This exceeded all records for distribution of the Society's filmed materials. The Society goal is to reach the 30,000 secondary schools in the country. A student leaflet, "Shall I Smoke?" released with the filmstrip, has reached a distribution of more than 4,000,000 copies.

In Westchester, extensive educational programs for teenagers on cigarettes and lung cancer are being conducted by the local units of the American Cancer Society in more than half of the 96 county secondary schools.

The objective of "Is Smoking Worth It?" is to stimulate classroom discussion on the health hazards involved in cigarette smoking at high school student level. The film points up the reasons for giving up smoking, and for those who have not begun to smoke, the advantages of not starting. It is clear from the film that cigarettes are the principal controllable factor in lung cancer.

However, the film has broader scope than the teenage level. An adult sequence has appeal for parents — in handling their own smoking problem, if they have one, and establishing examples for their children. It has been shown that teenagers whose parents smoke are more likely to develop the habit.

The film shows that the death rate from lung cancer has increased 953 per cent in the past 30 years and describes cigarette smoking as the major cause of the increase. Lung cancer death rates increase in proportion to cigarettes smoked until, as the film reports, a two or more packs a day smoker has "twenty-one times the chance of dying of lung cancer" as a non-smoker.

PRESS
Binghamton, New York
June 18, 1962

# *Smoking Study Report Thursday*

Smoking habits and attitudes of Broome County junior high school students will be reported Thursday in Elmira at the annual state conference of American Cancer Society volunteers.

Three members of the Broome County Medical Society will report on a survey conducted last October by written questionnaires given to students at a series of school meetings at which society members spoke on the relationship between smoking and lung cancer.

The report at Elmira will be delivered by Dr. Mark H. Williams, chairman of the society's Smoking Education Committee; Dr. Daniel P. McMahon, Binghamton district health officer for the State Health Department, and Dr. Bernhardt I. Wulff.

More than 12,000 students in 25 Broome junior high schools heard the talks and were given the questionnaires.

The project, which Dr. Williams says was "not an anti-smoking campaign," was the first of its kind conducted in the U.S., according to the American Medical Association.

VARIETY
New York, New York
June 27, 1962

# Mix Cancer Propaganda With Cinema Ballyhoo; B'klyn Exhib's Policy

Albert Greene, the Brooklyn theatre operator whose past exploitation penchants rated a bounty of press notice, is back in focus with a new ploy, but this time for a non-biz cause that hasn't meant a thing at his boxoffice and isn't intended to.

Exhib is using his 489-seat Avenue U subrun to spotlight cigaret smoking as a prime cancer villain, pressing the attack via screen trailer, lobby blowups, and the street side of his marquee. Crusade is angled thematically to the slogan, "Get More Out of Life. STOP SMOKING. Live Longer . . . See More Movies." American Cancer Society, enthused over the showman's initiative, is cooperating by picking up the publicity ball.

Crusade has a personal origin, the death of Greene's father and a close business associate, both from cancer, and "that's why it is close to my heart." Exhib himself says he used to smoke heavily but stopped when his father died 18 years ago, switching to a pipe. He has since given that up, but admits he still has a tobacco craving.

Greene's earlier ardor for the flamboyant was attuned exclusively for boxoffice upbeat. Recalled is that some years back, when Mayor Wagner was urged to abolish the city's 3% tax on film admissions, Greene dramatized the issue by dispensing 36,000 chrome-plated pennies to patrons as change. Incident garnered hefty press play, and also the U.S. Treasury's wrath for defacing of currency.

Another occasion, when the NYC subways exhausted the supply of new tokens after the fare hiked to 15c, Greene distributed some 5,000 of same at a cutrate 10c each, three for a quarter.

His current anti-cig campaign, states Greene, has generated much goodwill in the community, and though he doesn't say, presumably this could translate into longrange b.o. benefits. Only adverse reaction, expectably, is from nearby candy-tobacco merchants, who want him to tone down the attack. Greene asserts he won't.

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